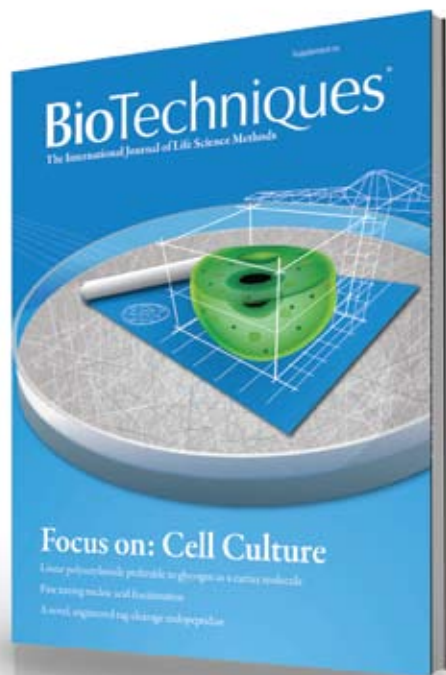


# Cell Culture Technologies

Publishing April 2010 – Ad Deadline March 8th



This stand-alone supplement highlights the latest advances in the cell culture field and will be included alongside our April 2010 issue.

## The Cell Culture supplement features:

- **Exciting new peer-reviewed content** exploring the latest high-throughput methods to define stem cell niches and differentiation conditions, as well as methods for culturing, transfecting, and tracking mammalian cells.
- **A feature article** examining the growing issue of proper cell line validation as cell banks around the globe distribute greater numbers of stem cells to researchers
- **Hand-picked content** selected by the editors at *BioTechniques* to give readers immediate access to the highest quality information and the most current methodological approaches within the field of cell culture.

## Circulation

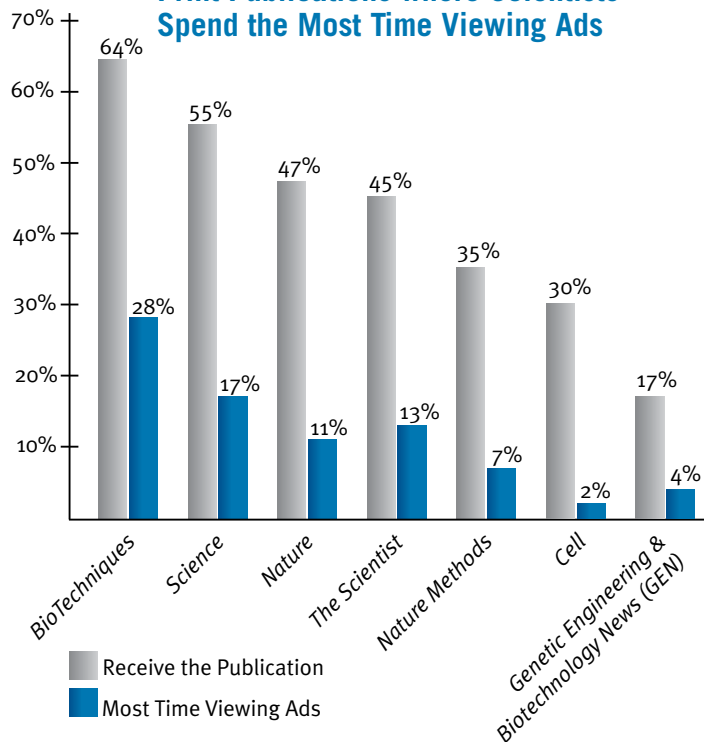
*BioTechniques'* supplements and standard monthly editions reach over 80,000 qualified subscribers in over 75 countries each month, making it the largest and highest quality audience of any life science publication. *BioTechniques* also features a high pass-along rate, with each issue read by over 500,000 scientists, ensuring your advertising reaches the largest audience possible.

Our subscribers work with a variety of technologies in the lab including:

### Technology

Technology	Count
Cell/Tissue Culture	23,869
Microscopy	22,113
Transfection, Gene Transduction, and viral vectors	12,272
GFP Reporter Assays	12,164
High Content Screening	9011

## Print Publications where Scientists Spend the Most Time Viewing Ads



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## Value-added Benefits

### Bonus Distribution

The supplement will be distributed with our monthly issue at the following industry related events:

#### April

INTERPHEX

Federation of American Societies for Experimental Biology  
 BIO International Convention

#### May

American Society of Gene Therapy  
 American Society for Microbiology  
 American Society of Mass Spectrometry

#### June

BioTech China  
 High Performance Liquid Phase Separations and Related Techniques  
 Endocrine Society

### Custom Surveys

Advertisers with an ad in at least 3 issues in a calendar year are entitled to a free custom survey. *BioTechniques* will format your survey and send it to a targeted audience and return the results to you. Advertising in our supplements counts towards the 3-issue requirement.

## Also Available for Sponsorship

### Monthly Cell Culture Email Newsletters

#### Reinforce Your Print Message Online

*BioTechniques* offers a targeted Cell Culture Technology email newsletter on the second Tuesday of each month to our opt-in list of over 21,000 subscribers who classify their research as cell culture related.

### Cell Culture Webinars

#### Discounts Available for Combined Supplement and Multimedia Advertising

*BioTechniques* offers advertisers a professional platform for developing, delivering, and promoting webinars, webcasts, videos, podcasts, and other multimedia content.

## Advertising Specifications

	Width	Height		Width	Height
<b>Full Page</b>			<b>1/4 pg Vertical</b>		
Trim Area:	8.25" 209.55 mm	10.812" 274.62 mm	Trim Area:	3.5" 88.9 mm	5.00" 127 mm
Live Area:	0.25" (6.35 mm) inside the trim		Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area		Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Island</b>			<b>Full Page Internal Insert Tip (Perfect Bound)</b>		
Trim Area:	5.1028" 29.61 mm	7.3672" 187.13 mm	Trim Area:	7.875 in" 200.025 mm	10.8125" 274.638 mm
Live Area:	0.25" (6.35 mm) inside the trim		Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area		Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Horizontal</b>			<b>Full Page Internal Insert Tip (Saddle Stitch)</b>		
Trim Area:	8.25" 209.55 mm	5.2794" 134.1 mm	Trim Area:	8.1875" 207.962 mm	10.8125" 274.638 mm
Live Area:	0.25" (6.35 mm) inside the trim		Live Area:	0.25" (6.35 mm) inside the trim	
Bleed Area:	Extends 0.125" (3.175 mm) from trim area		Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
<b>1/2 pg Vertical</b>			<b>Full Page Covertip</b>		
Trim Area:	3.9212" 99.6 mm	10.812" 274.62 mm	BTN Header	7.5" 190.5 mm	2" 50.8 mm
Live Area:	0.25" (6.35 mm) inside the trim		Your sales rep can provide you with the BTN Header		
Bleed Area:	Extends 0.125" (3.175 mm) from trim area		Trim Area:	8.125" 203.2 mm	10.6875" 269.875 mm
<b>1/3 pg Square</b>			Live Area:	0.25" (6.35 mm) inside the trim	
Trim Area:	5.1028" 129.61 mm	5.1028" 129.61 mm	Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
Live Area:	0.25" (6.35 mm) inside the trim		<b>Fractional Covertip</b>		
Bleed Area:	Extends 0.125" (3.175 mm) from trim area		Trim Area:	8.00" 203.2 mm	5.25" 133.35 mm
<b>1/3 pg Vertical</b>			Live Area:	0.25" (6.35 mm) inside the trim	
Trim Area:	2.7306" 69.36 mm	10.812" 274.62 mm	Bleed Area:	Extends 0.125" (3.175 mm) from trim area	
Live Area:	0.25" (6.35 mm) inside the trim				
Bleed Area:	Extends 0.125" (3.175 mm) from trim area				

All tips need to be trimmed to final before sending to Quebecor.

#### NOTE:

Crop marks should be outside the bleed area.